

<p>1. The first step in the process of developing a new product is to identify a market need. This is often done through market research, which can be conducted in a variety of ways, including surveys, focus groups, and interviews. The goal of market research is to gather information about the needs and preferences of potential customers, as well as to identify any gaps in the market that the new product could fill.</p> <p>2. Once a market need has been identified, the next step is to develop a concept for the new product. This involves brainstorming ideas and creating a rough sketch of the product. The concept should be based on the market research and should address the identified need in a unique and innovative way.</p> <p>3. The third step is to create a prototype of the product. This is a physical model of the product that can be used to test the concept and gather feedback from potential customers. The prototype should be made of a material that is easy to work with and should be able to demonstrate the key features of the product.</p> <p>4. Once a prototype has been created, the next step is to conduct a feasibility study. This involves assessing the technical, financial, and market viability of the product. The study should take into account the costs of production, the potential for sales, and the competition in the market.</p> <p>5. If the feasibility study is positive, the next step is to develop a business plan for the new product. This plan should outline the marketing strategy, the production process, and the financial projections for the product. It should also identify the resources needed to develop and launch the product.</p> <p>6. The final step in the process is to launch the product. This involves creating a marketing campaign to promote the product and to attract customers. The campaign should be tailored to the target market and should highlight the unique features and benefits of the product.</p>	<p>1. The first step in the process of developing a new product is to identify a market need. This is often done through market research, which can be conducted in a variety of ways, including surveys, focus groups, and interviews. The goal of market research is to gather information about the needs and preferences of potential customers, as well as to identify any gaps in the market that the new product could fill.</p> <p>2. Once a market need has been identified, the next step is to develop a concept for the new product. This involves brainstorming ideas and creating a rough sketch of the product. The concept should be based on the market research and should address the identified need in a unique and innovative way.</p> <p>3. The third step is to create a prototype of the product. This is a physical model of the product that can be used to test the concept and gather feedback from potential customers. The prototype should be made of a material that is easy to work with and should be able to demonstrate the key features of the product.</p> <p>4. Once a prototype has been created, the next step is to conduct a feasibility study. This involves assessing the technical, financial, and market viability of the product. The study should take into account the costs of production, the potential for sales, and the competition in the market.</p> <p>5. If the feasibility study is positive, the next step is to develop a business plan for the new product. This plan should outline the marketing strategy, the production process, and the financial projections for the product. It should also identify the resources needed to develop and launch the product.</p> <p>6. The final step in the process is to launch the product. This involves creating a marketing campaign to promote the product and to attract customers. The campaign should be tailored to the target market and should highlight the unique features and benefits of the product.</p>
---	---

DAVID E HARVEY

2614

Updated the above search				
10/12/05	TT			

INTERFERENCE SEARCHED

SEARCH NOTES (INCLUDING SEARCH STRATEGY)